

# ENERGIZ

THE OFFICIAL MAGAZINE OF ING



## ING Fall Forum Heads to Sebring, FL



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**ELISA GAUDET:** Heading Up WOMEN'S GOLF DAY  
**TRAVEL:** Scotland's Hidden Gems  
**CODY LAW :** Extraordinary Life Of Serving And Kindness

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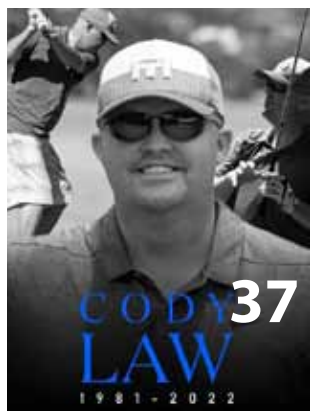
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**Tour Edge**  
EXOTICS

# WELCOME BACK!

## *ING Headed To Sebring's Inn On The Lakes For First Conference-Type Gathering Since Pre-COVID*

For the first time in over three years, the International Network of Golf will conduct a gathering of golf media and business executives for the purpose of networking, product introduction, information sharing, golf and general memory making.

The Inn On The Lakes, a charming boutique hotel in the heart of Sebring, FL, will host the event, set for Nov. 28-Dec. 1.

A unique element to the ING Fall Forum will be our participation in the Pro-Am for the annual Citrus Golf Trail Open, a Minor League Golf Tour event at Sun 'N Lake Golf Club with a \$20,000 first prize to the winning professional. The Pro-Am field will be limited to the first 30 ING attendees to register.

The remainder of the schedule will consist of more golf, marketing seminars, product presentations and



networking, plus some excellent dining. The second golf tournament will be played at the Sebring Golf Club, across the street from the host hotel.

Entry fee is \$150 for working media, and \$295 for business executives and golf company representatives.

Companies can also reserve a press conference slot, during which they will present information about their company and products to the attendees. Those are \$450, or \$695 as a complete conference package.

Inn On The Lakes, a beautiful hotel in which all rooms are unique, is offering a special rate of \$109 per room per night, which includes breakfast each morning.

Educational session details will be announced in the coming weeks

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# COME PLAY WITH THE PROS



Set for Nov. 30-Dec. 2, the 54-hole event will feature \$25,000 in added sponsor money to the prize purse for the event as the competitors will battle for the coveted orange jacket on the Deer Run course at Sun 'N Lakes Golf Club.



## JOIN US at the 2022 ING Fall Forum

**SAVE THE DATE**  
**Inn On The Lakes • Sebring, FL**  
**Nov. 28 - Dec. 1, 2022**



## ING FALL FORUM



***ABOVE: Casey Wohl Hartt places the winner's jacket on 2021 Citrus Golf Trail Open champion Landon Michelson; Sunset over one of the numerous, beautiful lakes in Sebring. BELOW: Final hole at Sun 'N Lake during pro tour event; Many Inn On The Lakes rooms have beautiful pool and lake views.***





# ING Fall Forum

Nov. 28-Dec. 1, 2022  
Inn On The Lakes  
Sebring, FL

## TENTATIVE SCHEDULE

| <u>TIME</u>                    | <u>EVENT</u>                | <u>WHERE</u>                 |
|--------------------------------|-----------------------------|------------------------------|
| <b>MONDAY, Nov. 28</b>         |                             |                              |
| 2 pm -6 pm                     | Forum Check-In              | Inn On The Lake Meeting Room |
| 6:30 pm                        | Welcome Reception           | Cowpoke's or Don Jose's      |
| 9 pm                           | ClubING                     | Inn On The Lakes Bar         |
| <b>TUESDAY</b>                 |                             |                              |
| 7 am-7:45 am                   | Breakfast                   | Inn On The Lakes Restaurant  |
| 7 am-8 am                      | Forum Check-In              | Inn On The Lake Meeting Room |
| 8:30 am                        | CGT Open Pro-Am             | Sun 'N Lake CC               |
| 1 pm                           | Awards Lunch                | Sun 'N Lakes CC              |
| 3:30 pm-4:15 pm                | Marketing Panel             | Inn On The Lake Meeting Room |
| 4:30 pm                        | Press Conferences           | Inn On The Lake Meeting Room |
| 7 pm                           | Dinner                      | Inn On The Lake Meeting Room |
| 8:30 pm                        | ClubING                     | Inn On The Lakes Bar         |
| <b>WEDNESDAY</b>               |                             |                              |
| 7 am-8:30 am                   | Breakfast                   | Inn On The Lakes Restaurant  |
| 8:30 am-9:15 am                | Guest Speaker               | Inn On The Lake Meeting Room |
| 9:30 am-10:30 am               | Press Conferences           | Inn On The Lake Meeting Room |
|                                | Lunch On Your Own           |                              |
| 1 pm                           | Durland Cup Golf Tournament | Sebring Golf Club            |
| 6 pm                           | Golf Awards Dinner          | Sebring Golf Club-Çaddyshack |
| 8 pm                           | ClubING                     | Inn On The Lakes Bar         |
| <b>THURSDAY (Checkout Day)</b> |                             |                              |
| 7 am-9 am                      | Breakfast                   | Inn On The Lakes             |
| Optional                       | Golf On Your Own            | TBD                          |

# Cameron Crashes The Old Course Party

By **RON GREEN JR.**

*(Reprinted from Global Golf Post)*

ST. ANDREWS, SCOTLAND – There are few greater stages than the 17th green at the Old Course on Open Championship Sunday and that's where Cam Smith found himself, the Claret Jug practically dangling before him in the gray Scottish air as he leaned over a 10-foot par putt.



Until an hour earlier, the day, the week and most of the wishes of the world had rested with Rory McIlroy as he chased his first major championship victory in eight years.

Even McIlroy imagined winning, opening the curtains in his hotel room every morning to see his name atop the big yellow scoreboard near the first and 18th holes.

Excitement had turned to anxiety among the McIlroy faithful Sunday afternoon as Smith birdied the 10th, then the 11th, the 12th, the 13th and the 14th holes,

swooping in like a phantom to steal the plot, riding a putting stroke that's like a gift from the gods to flip the script.

One clear of McIlroy, who was playing behind him and two ahead of his irrepressible playing companion Cameron Young, Smith was one putt away from averting disaster and putting one hand on the Claret Jug.

A weak, toe-heavy 9-iron approach shot into a gentle breeze blowing in and off the left had narrowly missed the infamous Road Hole bunker and Smith had putted his third shot up a slope, down a ridge to within 10 feet of the hole.

Had Smith looked up from studying the line of his putt on the 17th green, he would have seen St. Andrews and the Old Course in all of its glory, its grandstands stuffed, its narrow street filled and felt the ghosts and spirits that inhabit the place as surely as the seagulls floating above him.

"I love the mullet and mustache combo," a fan said as Smith went

through his routine.

What Smith lacks in chattiness he more than makes up for with his unique personal stylings, his big-eyed look tucked under his flat-bill cap. What distinguishes him as a golfer is a short game that's as good as any and a putting stroke that Ben Crenshaw might covet.

Smith rolled in the par putt, acted like it was no big deal and walked the few steps to the 18th tee to finish off his first major championship victory.

Twenty-four hours earlier, Smith was bothered by his third-round 73 that left him four strokes behind co-leaders McIlroy and Viktor Hovland and he couldn't rest until he soothed his mind. He hadn't played poorly and he could blame most of his Saturday on the fickle nature of links golf but Smith is accustomed to looking up and seeing putts go in, not burn edges.

He spent five minutes on the practice green after his round and fell asleep believing Sunday would be better.



"I just wanted to see a few go in before I went to sleep," said Smith, who one-putted 25 times in 72 holes.

It was enough to make a person wonder what McIlroy saw as he tried to drift away Sunday night. Staked to a four-stroke over Smith, McIlroy hit 18 greens in regulation Sunday and had 18 two-putts.

"I'll be okay," McIlroy said later. "But it's one I felt I let slip away."

Jack Nicklaus, for all of his brilliance, understood that hanging around was part of the trick to winning major championships because eventually players will fall away. That was McIlroy Sunday.

Smith went out and posted his second 64 of the Open Championship and he needed every bit of it to beat Young, who has flirted with two majors in his rookie season and whose 72nd hole eagle forced Smith to make one final birdie to win.

"I would have signed up for 65 this morning," Young said. "To watch Cameron shoot what he did was pretty amazing."

McIlroy was standing on the 18th tee as Smith and Young were on the 18th green about 350 yards away. Young, who swings his driver the way a country-strong guy swings a sledgehammer, had jumped McIlroy on the leaderboard with his closing deuce and when Smith tapped in for his birdie, the winning number was 20-under par 268.

McIlroy, knowing he needed his own two to force a playoff, pulled a tee from his right pocket after Smith holed his final putt, ripped a tee shot that didn't reach



the green and, a few moments later, was explaining how another slipped his grasp.

"I got beaten by a better player this week," McIlroy said.

In places, there is an almost prehistoric look to the Old Course and with its fairways and mounds baked to the color of good latte, it played firm and fast, doing its best to hold off the modern game. Still, Smith's 268 total was one better than Tiger Woods' record score here in 2000.

The Old Course asked different questions and demanded imagination especially from just off the massive greens. It is not the toughest test in major championship golf but it found a way to do what great courses do – identify the right champion.

When Smith won the Players Championship in March, handling

the wicked weather twists and arguably the best field in golf, it validated his place among the elite. Winning at the Old Course where another Australian, Kel Nagle, won the 100th Open and where the ashes of another Aussie, five-time Open champion Peter Thomson, were quietly scattered Sunday morning, Smith ascended further.

"He doesn't have that wow factor when you look at him but he has an unbelievable ability to get the ball in the hole," Hovland said.

When it was over, after he had been presented as the champion golfer of the year and said a few words to the thousands ringing the Old Course's 18th green, Smith sat at a table with the Claret Jug near his left hand.

A gentle personality, Smith bristled when asked about rumors he is considering jumping to LIV Golf.

"I just won the British Open and you're asking about that," Smith said.

Pushed again to answer the question, Smith was less than definitive.

"I don't know, mate. My team around me worries about all that stuff. I'm here to win golf tournaments," Smith said.

On a lighter subject, Smith was asked how many beers it might take to fill the Claret Jug.

He guessed two.

How many might Smith have Sunday evening?

"I'll probably have about 20 Claret Jugs," Smith said.

Cheers to the champion golfer of the year.

# WHO NEEDS ROUGH?

## *Not The Old Course, According To The Purists Who Love It*

By TONY DEAR

*(Reprinted from TheFriedEgg.Com)*

Dropping a ball into long, lush rough and watching it more or less disappear before turning to their camera-phone and commenting on how brutal (always 'brutal') the grass is, then posting the video to social media, has become something of a ritual for players at Major championships. It happens in the lead-up to every US Open, a good many PGA Championships and the occasional Open Championship especially after a wet spring in Britain or Northern Ireland.

Not so much at St. Andrews though.

Rough, as we know it, isn't really a thing on the Old Course - never has been. The amount has grown steadily over the last 100 years or so and there's probably a little too much for purists now, but most of it is pretty thin and wispy, not the dense, impenetrable stuff the USGA prefers.

Still, you'd have a job finding many references to rough on the Old Course. English golf historian Lee Patterson says that in all the books and passages he's read about the course he can't remember a single mention of rough. "One thing that every piece I've read by Alister Mackenzie, Bernard Darwin and other Old Course experts has in common is the complete absence of the word," he adds. "They all mention wind, bunkers, undulations, straths, etc., but never rough."

In 1905, obscure Scottish author David Salmond did mention it in his book 'Reminiscences of Arbroath and St. Andrews' when he wrote that the Links in 1855 had been "much rougher than I found them on subsequent visits", and that "The greens were in the 'rough'." W. T. Linskill, who later wrote the well-known book 'St. Andrews Ghost Stories', said that in the 1860s "all the grassy-hollows were overgrown with long, rank benty grass or rushes"

The rough and long, benty grass Salmond and Linskill encountered was, of course, very different to our modern concept of thick grass on either side of the fairway - a carefully-maintained, delineated swathe of turf of specified height and often color. Salmond's 'rough' could have referred to any shabby, tumbledown patch of broken ground that animals, weather and traffic had combined to dishevel.

The time Salmond is writing about came after Allan Robertson, the game's best player and St. Andrews's foremost maker of featheries, had cut back the whin (gorse) bushes to widen the course which was becoming dangerously congested. The admittedly pretty and fairly useful (livestock barrier and winter cattle feed) but highly-flammable and un-golfer-friendly weed may no longer have crammed golfers into so confined a space but its removal exposed ground that was far from nurtured or refined.

Grass mowers had been invented by this time, but weren't used on the course until the 1870s. "Sheep and rabbits kept the grass short," says Kiwi course architect Scott Macpherson who now lives in Edinburgh and, in 2007, published an incredibly thorough history titled 'The Evolution of the Old Course'. "Sheep were still on the Old Course into the 1940s, in fact."

Macpherson adds that Old Tom Morris, Robertson's apprentice and the man who took over upkeep of the Links in 1864 on his return from Prestwick where he had been Keeper of the Green since 1851, began using mowers in 1872. "It was a high-



wheel or side-wheel cutter and used exclusively for the greens."

One man who certainly did mention rough on the Old Course and, indeed, study it closely, was wealthy Bostonian and acclaimed sportsman Joshua Crane who caught the golf bug to such an extent he took a flat in St Andrews in 1929 in order to play the Old Course as well as Britain's other great venues and conduct his research into the characteristics of each. With a very detailed procedure he described as 'objective' and 'scientific', Crane awarded points for the design and layout - tees, greens, fairways, traps, routing ('Parallel holes'), rough, exposure to wind, order of holes etc. and, to a lesser extent, the course's conditioning. According to Crane's criteria, the Old Course had numerous shortcomings like parallel holes and inadequate rough and was ranked dead last - 14.7 points (the calculations were complicated but this represented a very significant gap)

behind Muirfield which has fairly dense rough on either side of the fairways.

Though he gave Crane's findings no merit whatsoever, Mackenzie called himself a friend and spoke at length with the American (together with architect Max Behr who was also in St. Andrews) about his method. In the 'Spirit of St. Andrews', Mackenzie says how he and Behr 'chaffed' Crane 'unmercifully'. "You give so many marks for rough," Mackenzie told him. "We suggest that this be reversed and that it should read 'the absence of rough'."

Golf course architect Clyde Johnson who now resides in St. Andrews says it's well-known MacKenzie was a great proponent of the Old Course. "I think you see that in his work at Royal Melbourne and Augusta National," he adds. "There, the playing corridors are broad and open and the use of slope and contour in relation to angle make for playable golf for everyone while demanding shot-making and thoughtful strategy for those looking to match or better par. Rough was/is the antithesis of this approach to golf course architecture."

It's likely then that Mackenzie, though happy that the Old remains relatively wide and eminently playable, probably



wouldn't approve of certain patches of rough that have appeared since he last saw it. "My guess is he'd be unhappy with the amount of rough on the current course now," says Robert Crosby, an Atlanta lawyer and respected golf historian who's regarded as something of an authority on architectural matters. "His glorious 1924 map of TOC shows none, as far as I can tell. Part of the inspiration for his work on the drawing was that TOC was in his view the greatest course in the world. The absence of rough was undoubtedly part of that. Further proof of his views? ANGCA had no rough."

Crosby would certainly like to see less rough and there are a few areas Johnson is particularly keen to see go. "I wish they'd mow the platform between the 4th and 15th as fairway as it used to be," he says. "That's a good place for the weaker golfer to aim on the difficult, long Par 4 4th, and it would also give

players a better angle into a far right pin on the 15th, a hole that has certainly seen the rough grow up on either side of the fairway." Johnson would also like to see the area short and right of Miss Grainger's Bosoms (two round mounds named in honor of local, 19th century golfer Agnes Grainger) on the 15th cut as fairway. "A weak fade off the tee would then chase further in behind the mound on the right," he says. "That area also gives the only real angle into pins tucked tight behind the front left pot, even if it is blind from there."

Perhaps most important for Johnson would be to see short turf all the way up to leading edge of every bunker "Unless they're isolated within a dune complex," he adds. "Beyond that, a band of rough to the right of the 4th, 5th and 6th is part of the jeopardy of playing towards the edges of the fairways. And, to be fair, some of that rough is a little wider now following the welcome removal of gorse over the past five years or so."

Th big, ugly elephant(s) in the room though are the rough that was added to the left of the 16th fairway prior to the 2010 Open and that which sits on both sides of the 17th fairway (the left side has had it for decades, the right since 2015) – rough Crosby describes as silly and dumb. "Both additions violated the spirit of the course and were really a crying shame," he says. "At the 16th, the further left you went the more difficult the approach became, but rough stopped the ball from ever getting there. And, at its best, the 17th tempts players to bite off as much as they dare to gain the best angle. Rough on the right forced players to hit what is, essentially, a boring, non-strategic shot from the tee. It was maddening and showed the cluelessness of the course's stewards."

Johnson likewise isn't a fan of these areas. "Rough may bring unpredictability to a lie (or, if it's really thick, force a dull hack back into the fairway)," he says, "but it also takes away the sliding grey-scale of risk/reward from the most complex golf course in the world. Imposed constraints detract from its genius. Angles matter at the Old Course."

According to Sandy Reid, since 2019 the Director Greenkeeping for the St. Andrews Links, a charitable trust that operates the town's seven courses, no extra rough (was) added for this year's championship. "Fairway lines are the same as in 2015," he adds, "other than at the 10th and 14th which have been widened on the right." Reid says he just lets what rough there is grow rather than mow the straight, three-yard(+)-wide ribbon so familiar at other pro tournaments.

News of no additional rough this year will sit well with Johnson, Crosby, Macpherson, Patterson and devoted fans all across the world who all believe the Old Course doesn't need any more rough.

And you can add Michael Clayton's voice to the list of rough-skeptics. The Australian played three Opens at the Old Course (1984, '90 and '95) and suspects it would not only look totally out of place but actually make the course play easier. "It would stop the ball from rolling into the bunkers," he says. "And besides the bunkers, there's gorse and the OB fence down the right, especially on the back nine. The ground is hard and bouncy, the grass is short around the greens which can take your ball well away from the flag, and then there's the wind and the burn. In terms of importance, rough comes in a poor eighth."





# 3 MAX

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**SCAN ME**

# Scotland Hidden Gems: 10 Terrific Tracks that Prove the Old Course Isn't the Only Game Around

By JOE PASSOV

*(Reprinted with permission from FORE Magazine)*

Earth's most revered golf ground, the Old Course at St Andrews, dates to the 1400s. This July, it will host its 30th Open Championship, continuing a tradition that began in 1873. Its ancient, rippled fairways have witnessed every legend from Old Tom Morris to Bobby Jones and from Jack Nicklaus to Tiger Woods. However, there's much more to St Andrews and eastern Scotland than the Old Course. If you're attending the Open as a spectator and thinking about sneaking away for a round or two — or maybe you're simply plotting a dream vacation to the area — here are five other worthy courses near St Andrews to tee it up, plus five hidden gems nearby.

### ORBITING ST. ANDREWS

#### St Andrews Links (The Castle Course) — St Andrews

Replete with terrific sea views and supreme challenge, the seventh course at St Andrews has aged beautifully since its debut in 2008. David McLay Kidd's original design sparked serious controversy, but much of the scorn has turned to praise since the early removal of its mid-fairway tufted mounds and the softening of some of its wildly chaotic greens. Nevertheless, bring your patience and your imagination: The greens are still vexing and very three-puttable. However, an inspired routing, highlighted by the seaside par-4 ninth, the dramatic par-3 17th

and the gambler's par-5 18th, along with outstanding vistas of the auld grey town of St Andrews, make the Castle a must-play.



#### Dumbarnie Links — Leven

Nine miles from St Andrews, the spectacular Dumbarnie Links opened in May 2020 on the north shore of the Firth of Forth — in other words, atop very pure linksland. Former British Ryder Cupper Clive Clark crafted a massive modern links of 7,620 yards, yet it's quite playable for all and can yield low scores, as the talented women proved at the 2021 Ladies Scottish Open, won by American Ryann O'Toole at 17-under-par. Among the many highlights of this links are the elevated tees at Nos. 6, 8 and 9, which dish glorious views of the Firth of Forth, and the risk/reward, split-fairway options at the fifth and 15th holes. With much of the routing zigzagging between low coastal dunes — man-made, astoundingly — Dumbarnie has the feel of a mature, authentic links, even though it's only now approaching its second birthday.

#### St Andrews Links (The New Course) — St Andrews

Now clearly misnamed, the 127-year-old New dishes out a superb links designed by Old Tom Morris that could well be one or two shots harder than the Old, due to its





narrower fairways that get squeezed even further when the wind blows. While it's somewhat wanting in individually memorable holes, it offers up a beguiling trio (Nos. 8, 9 and 10) in the dunes next to the Eden estuary, just the kind of Old World enticement that you crossed an ocean to play.

#### **Crail Golfing Society (Balcomie Links) — Crail**

Some 20 minutes away from St Andrews, but practically in another world when it comes to pageantry, is Crail's ancient Balcomie Links. The seventh-oldest golf club in the world, dating to 1786, Crail serves up an Old Tom Morris design from 1895 that is short on yardage, at par 69, 5,861 yards, but exceptionally long on quirk and charm. Blind shots, holes that cross each other and magnificent Firth of Forth panoramas will delight throughout. The second course at Crail, the 23-year-old Gil Hanse-designed Craighead Links, is a worthy play in its own right, but if you only have time for one, tackle Balcomie.

#### **Kingsbarns Golf Links — St Andrews**

Co-host of the DP World Tour's (formerly known as the PGA European Tour) Alfred Dunhill Links Championship, this 1999 Kyle Phillips design seven miles from the

town of St Andrews sports a Top-100 World Ranking and a prime location along nearly two miles of the North Sea. It also garners the respect of links fans everywhere, particularly for such holes as the 606-yard, par-5 12th, which arcs around the bay, and the 212-yard, par-3 15th, which demands a carry over the sea.

#### **OLD COURSE HOTEL REFRESH**

Successfully hosting the Ryder Cup in Wisconsin in 2021 wasn't enough for the Kohler Company. They also found time to renovate one of their St Andrews properties, the Old Course Hotel, Golf Resort & Spa, during that same time frame. In so doing, Kohler has elevated what had already been one of the world's top golf hotels into something north of the stratosphere.

The hotel now boasts a third floor in the Champions Wing that has added 31 deluxe guestrooms and suites — each overlooking the Old Course — and brought the hotel's total to 175 rooms. A lavish new Penthouse Suite on the fourth floor measures 1,320 square feet and features a private elevator, wood paneling, a central fireplace, parquet wood flooring throughout, a private dining area for eight guests and a freestanding bath in the bedroom.



Moreover, the Penthouse can connect to a one-bedroom Eden Suite on the third floor by means of an internal staircase.

Also brand new is an 80-seat restaurant, the Swilcan Loft. Situated on the fourth floor, it dishes out a contemporary decor and menu, with Scottish accents, plus life-affirming views of the Old Course, the Royal & Ancient Clubhouse, the Old Grey Town and the beach. Toss in the hotel's existing plums — pub fare at the Jigger Inn, the Kohler Waters Spa, the hotel's own golf club, the Duke's, and the expansive single-malt collection at the Road Hole Bar — and it's easy to say that the best just got better.

#### **NORTHEAST SCOTLAND'S HIDDEN GEMS**

##### **Nairn Golf Club — Nairn**

Paul Casey and Luke Donald starred for Great Britain and Ireland in the 1999 Walker Cup Match at Nairn, but the real winner was the course itself, a links layout 75 minutes southeast of Royal Dornoch that dates to 1887. A half-dozen holes on the front nine play practically in the sea, yet the most memorable challenges are the uphill 13th and the downhill 14th, which are essentially inland holes that still offer stirring views of the Moray Firth.

##### **Panmure Golf Club — Barry**

If you happen to be in Carnoustie, understandably chasing another trophy course, don't neglect another special layout just down the road, Panmure. It's an old-fashioned, jacket-and-tie-in-the-formal-dining-room affair that dates to 1845 and was host to Ben Hogan during the lead-up to his 1953 British Open win at Carnoustie. Both the start and the finish to the round unfold atop mundane terrain, but in between are some fabulous links holes. You'll not soon forget Hogan's favorite hole, now named for him, the 414-yard, par-4 sixth, which tumbles through sandhills and concludes at a plateau green. Look for the hidden pot bunker to the front-right of the green, which was installed

per Hogan's recommendation.

##### **Brora Golf Club — Brora**

If you're a fan of genuine links golf, you owe it to yourself to venture away from the trophy course roster at least once. For a true, traditional small-town experience, there's no better place to indulge than Brora. This 1924 James Braid design lies north of Royal Dornoch and features rumpled terrain, sea views and roaming herds of cows as frequent companions. The sea spray at the par-3 ninth is akin to sitting up front at the state fair log ride.

##### **Murcar Golf Links — Aberdeen**

Literally abutting Royal Aberdeen to the north, 113-year-old Murcar links isn't as renowned as its more historic, Scottish Open-hosting neighbor, but it is just about as scenic and testing. Tall, shaggy dunes bracket the front nine fairways, though they rarely obscure the North Sea vistas. Murcar's magic moment comes at the 423-yard, par-4 seventh hole, called "Serpentine." A gorse-studded hill to the left and a sinuous burn that twice crosses the fairway pair with bunkers and sea views to create a compelling journey.

##### **The Gleneagles Hotel (The Queen's Course) — Auchterarder**

Neither a Ryder Cup host like its brawny young sibling, the PGA Centenary course, nor a Scottish Open venue like its bigger brother, the King's, but the 5,965-yard, par-68 Queen's is still a worthy companion to both. What it shares is the same tumbling moorland terrain, wooded serenity and handsome views of the Grampian Mountains, but with a pure charm of its own. Former Masters and Open champion Sandy Lyle asserted that the Queen's may not be of championship length, but it will test all of the shots in your repertoire. Now 103 years old, this James Braid design is an inland layout, but it's all the fun you could want in a Scottish golf experience.



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Golfing Magazine New York*

# Elisa Gaudet

## Heading Up Women's Golf Day



***"I feel we are the ultimate Jerry Maguire, 'Help me help you.' Women's Golf Day is truly help me help you — the industry, the retailers. We are actively, activating and bringing more women into the game."***

**By John Glozek, Jr.**

**Golfing Magazine:** Let me mention a few things I do know about you. You've published three books. You do play golf. You used to live in New York City and now live in Palm Beach. Here's what I don't know about you — share with me your early involvement in the golf industry.

**Elisa Gaudet:** I first was involved with the golf industry in 1999. I was working for a Latin golf tour, Tour de las Americas, doing marketing, sponsorship and public relations for them. In 2000 they had the World Cup in Argentina. That's where Tiger Woods and David Duval went neck-and-neck with Eduardo Romero and Angel Cabrera. It was super exciting.

In the airport on the way home to the United States I met a gentleman, Ross Berlin from the PGA TOUR. We stayed in touch and one day they called me in to talk about the World Cup and working for the PGA TOUR in Mexico to run the event. Which I did. I moved there and lived in Puerto Vallarta and Mexico City for fourteen months.

I have a lot of respect for people who put on these huge events. People don't realize just how much work it is to plan and execute these types of events, especially when it is outside the country. I considered my time working in Mexico as my golf MBA. I worked my tail off but it was a wonderful experience. It was an incredible experience and so worth it. After I returned to the U.S. I started Executive Golf International in 2003.

**GM:** Where was that?

**MJ:** Miami. I left Mexico and moved to Miami Beach. Executive Golf International is a strategic marketing and consulting firm that specializes in golf and assisting those that want to reach that demographic. We help clients create and implement a strategy, create synergy and activation. Other sports are a little easier to use as they mostly center around TV rights and merchandising. Whereas golf is a little more complex and the engagement is different than other sports as consumers can play the same courses the pros do, there is home sales on golf courses, vacations, country club memberships and much more that is tied to golf besides the pro tournaments. There are a lot of oppor-

tunities for sponsors or companies to engage and use golf as a means to further their business objectives. Whether it's direct with business to business (tents, hospitality units) or dealing with consumers directly (engaging with them when they come to an event or through television or online. It is fascinating.

**GM:** When did you move to New York?

**EG:** I moved to New York in 2007. It was right before the economy crashed. It wasn't the best time to be a golf consultant, but I hung in there and it worked out.

## ***Women's Golf Day is Tuesday, June 7th***

In 2011 I wrote my first book - Two Good Rounds: 19th Hole Stories from the World's Greatest Golfers (Dec 1, 2011) and followed it up with two more right away. Two Good Rounds SUPERSTARS: Golf Stories from the World's Greatest Athletes (Jun 4, 2015) and Two Good Rounds Titans: Leaders in Industry & Golf (Nov 18, 2014)

**GM:** Tell us about the books because they are not your typical golf book. You have interviewed some amazing individuals in and out of the golf business.



**EG:** The first book, “Two Good Rounds - 19th Hole Stories from the World’s Greatest Golfers” is a play on a round of golf and a round of drinks. I think some of us who play golf have had some of the best conversations and bonding moments after our round.

I interviewed 36 of the top golfers — male and female and asked them all the same questions.

The second book was, “Two Good Rounds - Superstars.” It’s 56 of the top athletes in the world from other sports who play golf. There’s Michael Phelps, Michael Strahan and Wayne Gretzky on the cover. It has someone from every sport you could think of including Olympians.

The third book is, “Two Good Rounds - Titans.” It includes leaders of industry — 33 CEOs who own their own golf course and eight professional golfers that transcended into successful business ventures from golf course design to clothing and wine.

After the few years I spent writing the books I got back into consulting in the golf industry.

By 2016 I had read a great deal of data and research about women and how quick they were to get into the golf game but were equally as quick to leave. What was causing that? The study said they weren’t as comfortable. It took too long; they didn’t really understand the game and they didn’t feel welcome.

As a passion project I took all of that data and decided to turn it on its head and create an event that spoke to the needs and requests of women. The idea was Women’s Golf Day and I started by beta testing it in the Boston area. We wound up creating a one-day four-hour experience for women and girls that was part golf and part social. Not only that it mixes new and existing golfers. The first two hours women have a choice of taking lessons (new golfers) or playing 9 holes (existing golfers). The second two hours are socializing and the club decides it could be a lunch, cocktail or dinner. We encourage a charity component and speakers. The events can be public or private and there can be a fee or no fee that is up to each location. We give them the framework, all the marketing material but also allow them to decide the accessibility and cost in order to help them meet their objectives. To get new golfers, new members, families, etc..

**GM:** Let’s talk about Women’s Golf Day because that is where you are at now. Let me ask you a few questions specific to that. Is there a fee to the club or participants?

**EG:** Each location decides. The event could be public or private. They could charge a fee or not charge a fee. Someone would go to our website and punch in their location. All of the information would be there.

We now have over 900 locations in 68 countries where someone could play. Women’s Golf Day takes place on the same day everywhere around the world.



**GM:** After the completion of Women's Golf Day what's the goal going forward?

**EG:** The goal is pretty simple. Have more locations host events thus we have more women playing golf, trying the game, getting involved and getting their friends, family members and children involved.

**GM:** How do you get a golf course to come on board to have a Women's Golf Day?

**EG:** We work with multicourse owners and our partners to reach out to locations and encourage them to host an event and participate. It is a feeder or a funnel for a lot of locations, pros and programs. The pros on site can then lead the ladies to more classes or family options, league play, membership etc.. Women's Golf Day is a growth of the game initiative, so we are all in this together. Our events skew right down the middle fifty-fifty.

**GM:** Fifty-fifty what?

**EG:** 49 percent of the women have never played golf or are very new to golf. 51% are existing golfers. Women's Golf Day is truly a celebration. It's fun! Someone could go to our website and see the pictures from all around the world.



***Women's Golf Day  
is about unity and  
opportunity and  
golf is the vehicle.***

# Duca del Cosma advances its Italian golf evolution in SS22 range

**ALL-NEW STYLES, BRIGHT COLORS & LEADING TECH  
HEADLINE LATEST COLLECTION FROM ITALIAN BRAND**

*Reprinted with permission from  
Golfing Magazine New York*

*L*

luxury golf shoe brand Duca del Cosma has today launched its SS22 collection for men and women with the addition of striking new designs and color options that incorporate the latest footwear innovations and eco-friendly technology.

Featuring 28 premium styles that are designed to be worn both on and off the course, new stand-out men's models include the classic brogue-style CHURCHILL and REGENT shoes, the popular ELPASO in a fashionable Black color, plus the sporty TOMCAT in Light Grey.

For women, the white KING CHEETAH design is a welcome addition to the line-up, along with the WILDCAT in the striking glossy White and Red colorways, while the special-edition MELANIE style joins the collection due to its popularity with fashion conscious lady golfers.

"We have carefully selected new models and striking color combinations that we feel complement our extensive collection of top-quality golf shoes and offer something truly different to anything else on the market," said

**WILDCAT  
GLOSSY RED**





**CHURCHILL  
COGNAC**

Sjef van Gastel, CEO at Duca del Cosma. "We fully expect the comfortable new models and latest innovations to be a big hit with golfers able to appreciate premium hand-crafted shoes with exceptional stylish flair," he added.

Innovations applied to the SS22 collection deliver top performance and demonstrate the brand's commitment to sustainability through the use of recycled materials. The waterproof sock system applied to a number of shoes in the range incorporates On-Steam® recyclable microfibre technology, while the breathable ARNEFLEX® insert sole is also manufactured using recycled materials and delivers unrivalled all-day comfort. A recyclable heel and toe-cap are applied to all golf shoes in the collection.

The CHURCHILL offers a masterclass in golf shoe design and performance - making it the ultimate shoe for the serious golfer. It incorporates the Airplay XI outsole with sturdy 5mm square-shaped nubs to deliver progressive stability and grip during the swing. Offering a seamless combination of function and fit, plus super sophisticated looks, the recyclable heel and toe cap deliver incredible comfort and prevent foot fatigue during the round. The shoe is available in the dapper Cognac and Royal Blue color combinations.

As a trendy modern take on a timeless brogue-style design, the REGENT is a refreshing addition to the collection. The lightweight Airplay VIII outsole offers a contemporary look for fashion forward golfers and provides optimal stability and grip. With water resistant features and a comfortable insole, the shoe is available in White and Cognac.

The ELPASO - a 2021 Editor's Choice Award winner - is now available in a fashionable Black colorway with beige trim piping for golfers seeking a supremely bold look. A 100% Nappa leather upper provides superior comfort, while recyclable microfibre in the sock system and insole gives the shoe an eco-friendly update. Both the OnSteam® lining and insert sole provide waterproofing and breathability, while the Airplay XI outsole adds a striking modern appearance. The shoe is also available in Navy and White.

Another model with a new colorway is the TOM-CAT in a fresh Light Grey option for golfers seeking a sporty shoe that can be worn off the course as well as on it. Featuring the innovatively engineered Airplay XII outsole made from recyclable rubber, the shoe has 2-Way-Twist triangular nubs built into the pivot point for an extra smooth transition in the swing, while cone-shaped nubs ensure optimum grip and the B-Light rubber outsole delivers a lightweight feel. It also comes in a vibrant Navy color with contrasting red sole.

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## **The CHURCHILL offers a masterclass in golf shoe design and performance**

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The athletic BELAIR has been carried over due to its popularity with discerning golfers. Available in the White/Cognac and Navy, there is a colorway to compliment a number of different golfing outfits.

Linked to the conservation of one of the world's rarest animals, the highly distinctive KING CHEETAH shoe - recognised in the 2021 Global Footwear Awards - features the striking markings in an all-new White/Cheetah colorway. The style that will turn heads for all the right reasons features a waterproof sock system with OnSteam® recyclable microfibre, the highly breathable insert soles, plus super comfortable memory foam and heel support made from recycled cork. A percentage of purchases of the KING CHEETAH shoe will go to supporting the Hoedspruit endangered Species Centre (HESC) in South Africa.

Launched as a special edition shoe last year, the predominantly white MELANIE - designed by the partner of Tour star Joost Luiten - features a sporty black trim, along with five stars to reflect the high standards that should be followed in life and sport. Patented leather and other premium materials form the outer, while the waterproof sock system and

**CHURCHILL  
ROYAL BLUE**



innovative insole deliver exceptional cushioning. The lightweight Airplay VI outsole offers unrivalled comfort and optimal stability by placing strategically positioned 5mm cone-shaped nubs across the sole.

New color options of the sporty WILDCAT include a clean White model and a radiant Red style. The shoes come in a glossy finish and are sure to dazzle both on and off the course. The stylish BELLEZZA now comes in two more color choices - Navy and Pink - with a daring camo print on the outer for super fashionable looks for everyday use, as well as golf.

The global brand sells its premium shoes in 40 different countries and operates from four offices around the world - The Netherlands (HQ), United States, United Kingdom and South Africa.

**WILDCAT  
WHITE**



**FOR MORE INFORMATION ON THE SS22 RANGE,  
PLEASE VISIT [WWW.DUCADEL COSMA.COM](http://WWW.DUCADEL COSMA.COM)**

# ITALIAN SHOES FOR A NEW GENERATION

## ON AND OFF THE GOLF COURSE



### REGENT | KING CHEETAH

BEST OF BOTH WORLDS

Came for the game, stayed for the style. The Regent men's golf shoe features a soft Italian Nappa leather, a two-tone outsole signed with a Duca signature to complete the look and water resistant features. For the ladies, we designed the King Cheetah to create more awareness of this very rare breed and all the work the volunteers at HESC do. Sporty and chic, it is equipped with a waterproof sock system, so your feet stays dry all day. The leather-topped ARNEFLEX® memory foam insole provides comfort and support in both styles, while Duca's Airplay outsole gives you the stability to make that perfect swing.



DUCA DEL COSMA  
ITALIAN GOLF EVOLUTION



[ducadelcosma.us](http://ducadelcosma.us)

# NINE IS FINE!

## *Get Creative when you Play; You May Even Find Your New BFF*

By **TINA MICKELSON**  
(Reprinted with permission from  
*FORE Magazine*)

A round of golf can take up a large part of your day, so why don't more golfers entertain the thought of playing just nine holes?



Look, I get it. A round of golf is 18 holes, and playing anything less is, well, less. Many players would immediately think, “no bueno” and ditch the opportunity altogether.


But what players are missing here is that nine holes can be an opportunity to practice under real course conditions, because you're literally, you know, on the course.

Having trouble with a particular club in your bag? Grab that bad boy, stuff a handful of tees and plenty of golf balls in a Sunday bag, and go out one late afternoon with just that one club.

Yes, that means using it for every single shot you take. Drive with it, putt with it, hit it out of the sand. You are not concerned about score here. The goal is to get comfortable with that club. Period. And using it under so



*“I mean, you have a golf cart loaded with snacks, a portable speaker and a lit play list, and maybe a little wine in a Yeti as you hack away until the sun disappears. Who would say no to that? Spoiler: Not me.”*



many different conditions and for such a variety of shots will give you a feel for the club that you’ve probably never had before.

Example: I was about to break up with my 3-wood a few years back, but I decided to make a last-ditch effort to save the relationship. There was a time when we had had a great connection, and I wasn’t willing to give up without a fight. I took that baby out on a late summer afternoon with no expectations other than having a great time.

I quickly noticed that walking the course was relaxing when I wasn’t carrying anything but that one club. And carrying that one club between shots and all around that course turned it into something pretty cool. It was more about experiencing the club and the different shots it could produce, instead of expecting it to perform a certain way and then being let down when it didn’t do exactly what I wanted it to.

Were we BFFs by the end of the round? No. But we weren’t enemies, either. I had a better understanding and feel for the club, and I was definitely more comfortable with it. Not having time for 18 holes that day was a blessing, because a nine-hole practice

session was exactly what I needed most.

I have since had issues with other clubs in my bag, and I have spent nine holes of quality time with them, too. It always ends well, mostly because there’s no pressure to score. The only focus is enjoying the golf course getting to know that particular club better, and feeling as comfortable with it as possible. And feeling comfortable with it does not always equate to hitting good shots. It simply means feeling better with that club. From there, good shots will come.

Another argument for playing nine? A quick round in the late afternoon before heading in for some wine and appetizers is one of the best ways to spend your day when you don’t have enough time (or sunlight) for 18. It’s also a great way to introduce beginners or intimidated players to the game in a reduced-pressure environment.

I mean, you have a golf cart loaded with snacks, a portable speaker and a lit play list, and maybe a little wine in a Yeti as you hack away until the sun disappears. Who would say no to that? Spoiler: Not me.

By broadening your requirements on how and how long you deem it worth your while to hit the golf course, you are also expanding your approach to how you effectively practice the game and who you play it with.

Get yourself out of the rut and shake it up a bit. You’ll eventually find that you’re more creative with your clubs, you get to play more often (even if fewer holes are involved) and, as a result of being more comfortable with each club, your scores have improved. It’s a win-win-win.

# Annual Trek To Myrtle Beach Leads To Wonderful Discoveries, Fond Memories

By LEN ZIEHM

*(Reprinted with permission from  
Len Ziehm On Golf)*



MYRTLE BEACH, S.C. – This South Carolina golf hotbed has been at least an annual stop for the last 13 years, but our latest visit was different than all the others. Our travel writing itinerary called for stops at three courses – one on the south side of town (Caledonia), one centrally located (World Tour Golf Links) and one on the north end (Barefoot's Love Course).

There were other aspects that made this one special. In Caledonia we returned to one of the most decorated of Myrtle Beach's nearly 100 courses. In World Tour Golf Links we uncovered a course that we had not even heard of prior to this year's visit, and in the Love Course we got our first good taste of a four-course facility that holds a unique place in golf history.

As you might imagine, all three have their own story to tell.

**CALEDONIA** – With sister course True Blue standing nearby this golf opportunity is unmatched in South Carolina's Grand Strand area. All the major golf publications have recognized the beauty of Caledonia, to say nothing of the good food served in its clubhouse.



The late Mike Strantz designed the layout officially known as the Caledonia Golf & Fish Club on Pawleys Island. It was named Golf Digest's Best New Course of 1997. Strantz, who was based in South Carolina and succumbed to cancer at age 50 in 2005, also designed True Blue and Tobacco Road, another well-regarded Carolina layout.

I find it hard to pick a course better than Caledonia in the area, but a survey of club professionals was conducted two years ago and Caledonia was ranked second behind the Dunes Club.

Caledonia was on our schedule in the early years of our Myrtle Beach visits, but we hadn't been

back for at least six years. In the early years we loved it, even when we had rounds in difficult weather. This time we had an early morning tee-off in bright sunshine – and the course seemed even nicer than it was in our early visits. Given all that has happened in the golf world in recent years, we found that a most pleasant surprise.

Oak trees, dripping in Spanish moss, line the cart paths at Caledonia.

**WORLD TOUR GOLF LINKS** – The concept is the story at this one, and North Carolina golf course architect Melvin Graham had a good one. Originally he had three nines – the Open 9, which includes holes inspired by the U.S. and British

national open championships; the Championship 9, so named because the holes were inspired from courses that have hosted the Masters, U.S. Open, PGA Championship and British Open; and the International 9, which no longer exists.

Graham's project was eight years in the planning stages before he opened it as a 27-hole facility in 1999. The 18 holes in operation now come from 14 courses in three countries and nine states. Playing this course helps a player dream about what playing these famous courses would be like, and the plaques on each hole also provide historical anecdotes of events that occurred on the original versions.

I've played six of the holes and seen many of the others on the televised championships. Some of the holes might seem a bit of a stretch, compared to the real ones, but the opportunity to make birdie on the replica of the par-3 sixteens at Augusta National (which one of my playing partners did) was a thrill that would be hard to duplicate with a birdie on just another course.

Augusta National, home of the Masters, has four holes one Graham's nines – No. 16 is the seven on the Open 9 and No. 11 is No. 4 No. 12 is No. 5 and No. 13 is No. 6 on the Championship 9. Storied St. Andrews has two holes and the others come from Pinehurst No. 2, TPC Sawgrass, Colonial, English Turn, Pine Valley, the National Country Club of Canada, Winged Foot East, Cypress Point, Royal Troon, Olympic Club, Oakmont and Bay Hill.

Maybe you wonder about the selection of a few of them – I certainly did – playing them all created a fun experience.



## ING Returning To Myrtle Beach World Amateur

The International Network of Golf will once again have a booth at the 39th Annual Myrtle Beach World Amateur nightly Golf Expo Aug. 29-Sept. 1 in Myrtle Beach, SC.

Several ING sponsors will be displayed in the booth, where dozens of prizes will be given away via fantasy golf games and raffle drawings.

Approximately 3,200 golfers from around the globe compete in this 72-hole tournament, then converge on the Myrtle Beach Convention Center nightly for food, beverage, entertainment and the Golf Expo.

## BAREFOOT LOVE COURSE

– We had a round on this layout because we were that the Love Course is the most popular of the four at Barefoot Resort. I still can't get over what happened when this one was created.

The four courses were designed by Love, Greg Norman, Tom Fazio and Pete Dye. We can't judge which is the hardest, the easiest or the best because we played only one. However, they were all designed as championship layouts so they should be tough. I know the Love Course certainly was.

Love gave this one a special touch to what is considered his breakthrough architectural creation. He did that by creating faux ruins of an antebellum plantation around the Nos. 4 and 6 greens.

What's even more amazing is that all four Barefoot courses opened together on April 13, 2000. Such a feat was never done before and hasn't been done since in American golf. I can't imagine it ever being done again, and the courses are all still going strong.

# USA USA USA

## Bridgestone Golf's Liberty Collection Celebrates The Red, White & Blue

Bridgestone Golf recently introduced the Liberty Collection line of USA-themed accessories. All products feature red, white, and blue colors for a patriotic feel.

"We are proud of our brand presence in the US market and felt inspired to come out with some patriotic products," said Elliot Mellow, Marketing Manager at Bridgestone Golf. "The new Liberty Collection is a line of premium golf balls and quality accessories that provide patriotic color schemes and designs. The collection should appeal to a wide variety of players looking for understated, USA-themed items they can enjoy throughout the year."

The Liberty Collection from Bridgestone not only represents the company's dedication to performance and innovation, it also provides a way for golfers to celebrate their patriotism with premium-quality accessories. Regardless if it's a golf bag, cap, golf ball, or headcovers, the new Liberty Collection offers something for everyone who takes pride in the USA.



### Liberty Collection Highlights:

#### E12 CONTACT Logo Golf Ball (\$29.99/dozen)

Contact Force Dimples for 38% more contact at impact for more ball speed and distance; Active Acceleration Mantle for higher initial velocity; Soft but durable Ionomer cover; Old Glory side stamp

#### Stand Bags (\$279.99)

Available in two versions, "Patriot," and "Old Glory;" Four-way top cuff with full length dividers; Magnetic accessories pouch; Insulated drink pouch; Five zippered pockets including full length apparel pocket; Dedicated glove and pen holders; Two quick access mesh pouches

#### Headcovers (\$74.99)

Premium synthetic leather; Vintage Styling; Includes driver, fairway wood, and hybrid sizes

#### Bucket Hats (\$39.99)

Lightweight Microcheck Poly Construction; 3D embroidered logo; 2" brim for added sun protection; White or navy

#### Limited Edition USA Caps (\$26.00)

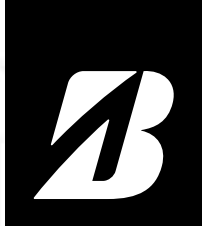
Breathable, semi-structured mesh design; Adjustable snap-back closure; Red or navy

#### 30oz Tumbler (\$34.99)

Double-wall, vacuum insulation keeps cold drinks cold for up to 36 hours and warm drinks warm for over 2.5 hours; Old Glory textured print and Bridgestone Golf logo

#### Microfiber Towel (\$24.99)

Red, white, and blue design inspired by "Old Glory;" 16" X 32" size; Microfiber waffle construction; Holds 7x its weight in water

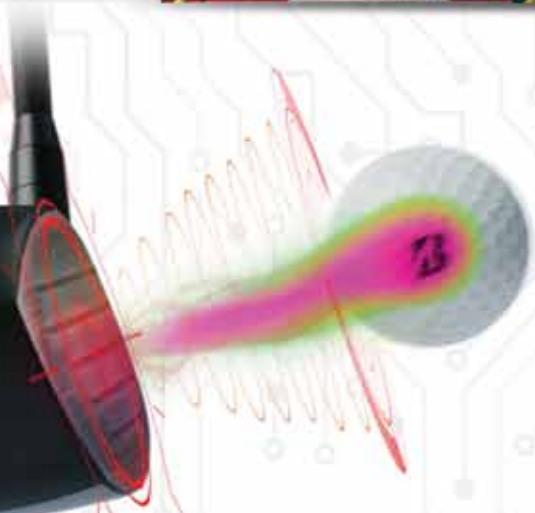


**"SURE, IT'S A LONG GOLF BALL BUT  
REACTIV IQ REALLY SHINES AROUND  
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**- TIGER WOODS**



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# Don't Leave Home Without Your (Exotics) Wingman

Tour Edge recently launched the Exotics Wingman 700 Series Putters featuring three new modern mini-mallet designs and six total hosel options.

The brand-new shapes offer cascading Moment of Inertia properties matching the size of the Wingman putter head, providing maximum stability and optimal roll for every player type.

The three innovative designs provide optimized alignment optics on the wildly effective Lock-On technology alignment system, improved acoustics, and a softer feel.

Interchangeable sole weights on the heel and toe are featured in every model.

"The original Wingman putters enjoyed a cult-like success, and over the past two years, we've been improving upon that success in every way possible,"

said Tour Edge President and chief designer David Glod. "The feedback we received was that the Lock-On Alignment and the extreme stability of the putters were truly revolutionary for golfers. We put our focus on expanding the series to fit more player preferences in the shaping and to really upgrade the look, sound and feel of the putters in a big way."

"The result of our two-year revamp is six new putter models that represent some of the highest MOI putters on the market, and that are absolutely going to help you reduce the number of putts you are taking in a round," added Glod.

The Wingman 700 Series putters will be available for purchase worldwide on August 1 and will carry a retail price of \$199.99.

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By **TOM BEDELL**  
(Reprinted with permission from  
*Golf Oklahoma Magazine*)

I've brazenly appropriated and amended the subtitle to Shane Ryan's new book for my own above, since he does meander down a few detours before arriving at a recap of the 2021 match in "The Cup They Couldn't Lose: America, The Ryder Cup, and the Long Road to Whistling Straits" (Hachette Books, \$29).

But no worries, the trip is worth every stop along the way. Ryan last showed up in our Oct.-Nov. 2015 issue for his "Slaying the Tiger," an entertaining account of a year on the PGA Tour as a new crop of stars like Jordan Spieth, Rory McIlroy and Dustin Johnson were making their marks, with others emerging from the shadow of the colossus who had bestrode the tour before them, Tiger Woods.

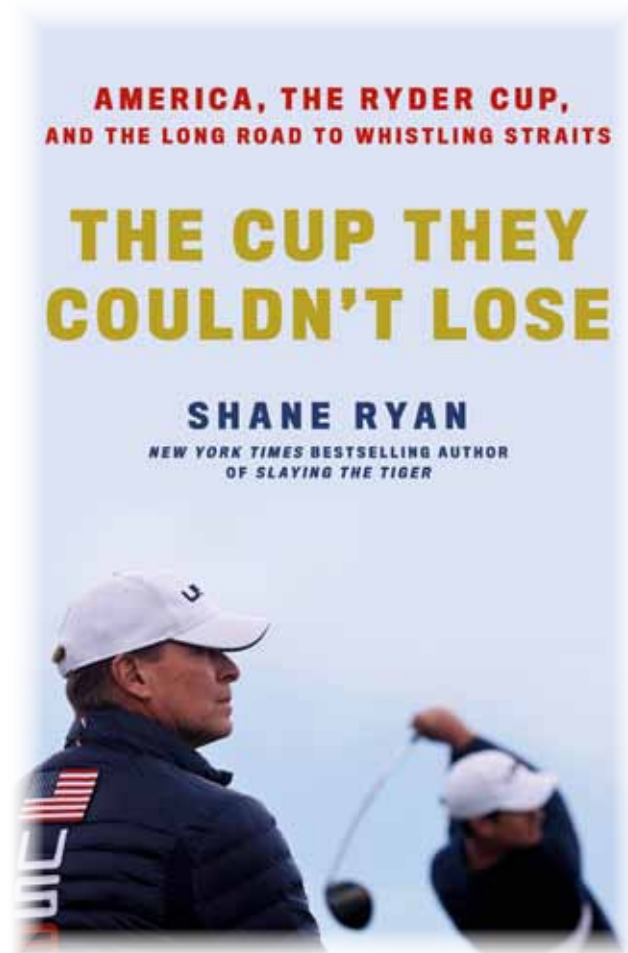
He even had a villain for the book in Patrick Reed, and Reed rears his troublesome head again in this variegated account of the 2021 Ryder Cup — mainly by not making the team.

And while the current book certainly concerns itself with the '21 team members, this is more a tale of Ryder Cup captains through the years, the ways they rose or shrank from the challenge at hand, and the strategies they used to improve their teams' chances or, to be frank, those they failed to implement while going down on the losing side.

While there has been no lack of books detailing Ryder Cup history, Ryan picks his spots well and weaves historical chapters between those that propel the momentum toward the 2021 competition in Wisconsin. And he does it with points in mind.

After the first four Cups (1927-1933) the series was tied at two wins apiece. But in 18 competitions from 1935-77, with a break for the World War II years, the United States totally dominated what was then the Great Britain and Ireland teams, with a 16-1 edge with one tie (the U.S. retaining the Cup).

It was so lopsided, that American players were becoming disinterested, and the GB&I contingent was in danger of not securing funding enough to field a team.



That all changed in 1979, when the U.S. now had to face a team from Europe, and deal with its own complacency about the matches — a shortcoming that began piling up for U.S. captains with all too much regularity beginning in 1983. That year, Tony Jacklin's European team almost won on American soil for the first time, falling but 1 1/2 points short.

But Jacklin was captain again (and for four Cups consecutively) when he returned to pull off the feat in 1987 at the Jack Nicklaus Muirfield Village course, against a team again captained by Nicklaus.

The Atlantic tide had turned. Of the 17 matches from 1985-2018, Europe won 11 times with one tie (retaining the Cup). While that certainly blew America's complacency out of the water, the U.S. teams continued to flounder.

How and why Europe maintained such dominance over three decades, when American teams usually looked stronger on paper, are the questions Ryan

is going after. He trots out and often discards some well-trodden theories: The Americans simply needed to play better, the Europeans liked each other more, the Europeans wanted it more and so on.

What it really came down to, Ryan suggests, was better leadership on the European side. Better preparation. When Jacklin agreed to the captaincy for the first time he insisted on conditions — and more captain's picks — that would at least give his players the belief that they could win.

Inspired leadership followed Jacklin in Seve Ballesteros, Sam Torrance, Bernhard Langer, José María Olazábal and Paul McGinley. American captains in the same period seemed to willingly forego any experiential lessons from match to match. Hal Sutton's 2004 disastrous pairing of Tiger Woods and Phil Mickelson is perhaps cited as the most prominent blunder, but there were ample miscues to go around.

Paul Azinger and his by-now infamous "pod" system came along in 2008 and worked like a charm. The mystery came in the subsequent matches when no one seemed to pay it any mind, leading to the 2014 drubbing of the U.S. team at Gleneagles. That was followed by what must have been one of the most uncomfortable press conferences ever, when Mickelson hung captain Tom Watson out to dry, unfavorably comparing his performance to Azinger's.

Enter the U.S. "task force," to try and solve whatever the problems were. The very notion of such a think tank implicitly invests the Ryder Cup, in my mind, with laughably more importance than it deserves. This is just a sporting event, after all, not global warfare. Yet, as readers will discover, the task force came to rely on data gathered by former war game analysts.

Ryan had done a splendid job in both his research and writing. He clearly had willing interview subjects in Jacklin, McGinley, Azinger and even the more reticent Steve Stricker, the 2021 U.S. captain. The narrative never flags and is entertaining throughout. Stricker emerges as a quiet hero, with his steady intelligence and resolve and, perhaps most of all, the ability to learn from the past.

## *Everyone Here*

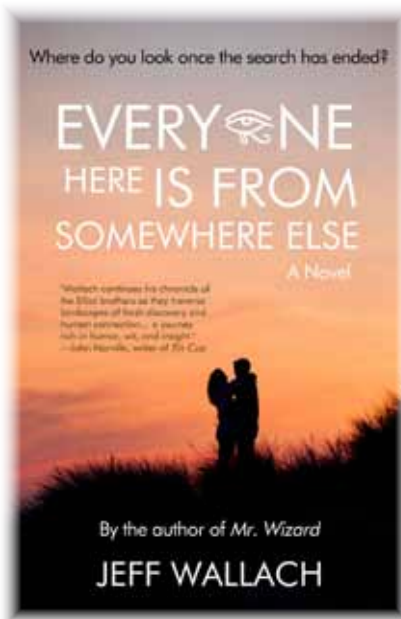
We last met the Spencer brothers in Jeff Wallach's novel "Mr. Wizard" in the June-July 2020 issue. Wallach, who has also labored in the golf writing

business for many a year, has produced a sequel, "Everyone Here Is From Somewhere Else" (Open Books, \$19.95).

Once again, it's a stretch to call this a golf novel, though there is golf, there is Ireland, there is Guinness, and there's ample good humor in continuing the tale of the two brothers who later in life discover they're from different fathers.

The first book posited a genealogical puzzle solved when Phillip traces his father to an American golf professional in Ireland. His brother, Spencer, then actually his half-brother, winds up marrying a daughter of that father, making her Phillip's half-sister and sister-in-law, a neat trick.

A trick, involving the purported Mr. Wizard, was at the heart of the first book, though Wallach never gave it away. All is revealed in the current volume.



It's not essential to read the first to enjoy the second, though probably more fun as characters from the first are more fully fleshed out in the sequel. (Indeed, the book manages to be both a sequel and a prequel, another neat trick.)

If "Mr. Wizard" was about searching for a sense of self, "Everyone Here..." is about the search for a sense of place,

of home. The inveterate New Yorkers are flung into the world, Spencer to Ireland, Phillip to Portland, Oregon, and both have to determine where it is they truly belong.

And while the characters are working out that puzzle, there are more tricks from the mischievous Mr. Wallach. Readers can try and figure out what he was up to by embedding 41 cryptic chapter titles throughout. There is a relationship between the headings and the text that follows them and they're sometimes obvious, but sometimes deeply buried, obscure, or downright impenetrable.

Maybe he'll reveal all when wrapping up a trilogy.

# newS

ING member **Tina Mickelson**, PGA of America Class “A” Member and Callaway Golf Ambassador, has joined the Golf Channel Academy as the Director of Women’s Programming and Instruction. With current school locations in Chicago, IL; Naples and Ft. Myers, FL, the women’s golf programming has such significant growth and demand over the past few years that an expansion into California will be rolled out over the next six months.



The top 100 finishers in the **Fight For Life Golf Series** are exempt into the **U.S. Golf Challenge Championship** in Nashville in September. There they will compete for spots on team USA for the 2023 International King’s Cup against Team Ireland. Moving forward into 2023 the Fight For Life Golf Series will be the exclusive road to represent Team USA for

Lizette Salas, who trains with the **Putting Arc**, teamed with Jennifer Kupcho to win the LPGA Dow Great Lakes Bay Invitational in Michigan last week-end. They carded a 9-under 61 in the final best-ball format to finish five strokes ahead of the field at -26.

Congratulations also to Jerry Kelly, another Putting Arc user, on recently winning his second PGA Tour Champions major win at the Bridgestone Senior Players Championship.

The 2022 **PGA Show Buying & Education Summit**, July 11-12 in Las Vegas welcomed PGA Professionals and golf buyers to preview the latest innovations and trends from a curated group of 50 top apparel, accessories and golf lifestyle companies, while offering opportunities to place orders for new 2023 spring lines.

the Kings Cup.

Through Fight For Life Golf’s unique format, golfers can earn qualifying points by playing on any course in the country during a series of events and earn their way to the National Championship In Orlando in October. While playing in the FFL Golf Series, golfers are supporting the nonprofit organization of their choice.

**The Golf Shop Radio Show Network** recently added 4 new markets. Golfers can now hear the weekly show in Boston, Baltimore, Memphis, and Phoenix. Golf Shop Managing Partner, Charles Humphreys, stated, “Our goal is to have a true, nation-wide network.” In addition to the new markets, The Golf Shop Radio Show is currently heard in 14 other markets in NC, SC and VA.

# Cody Law: Extraordinary Life Of Serving And Kindness

Longtime ING member Cody Law shockingly passed away last week while on vacation in Cabo San Lucas.

Cause of death was unknown at deadline, but he had several back and stomach issues the past few years.

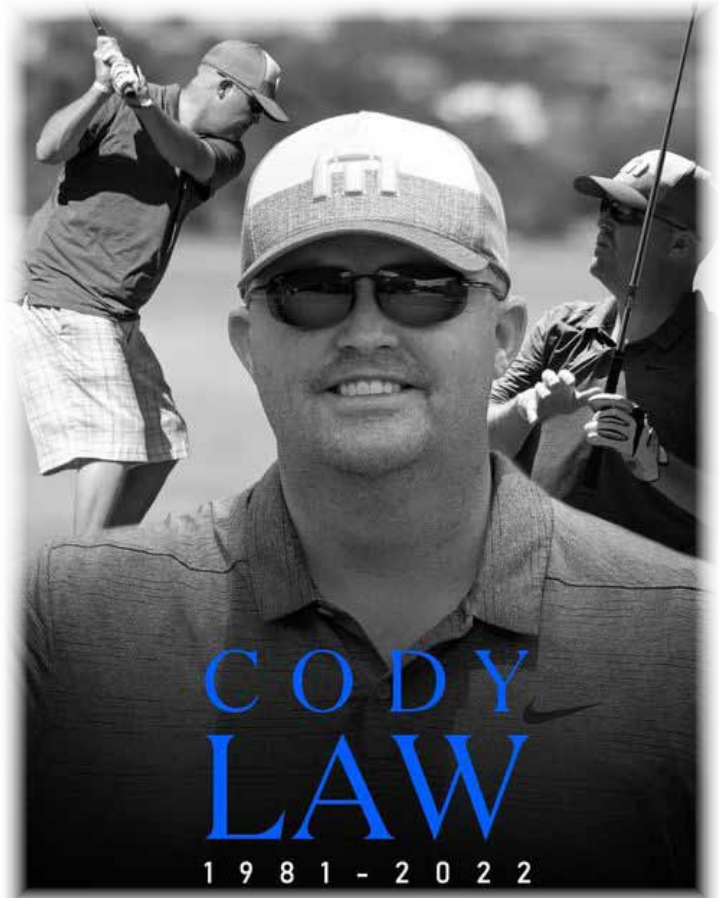
The 41-year-old Law was married to his lovely wife Heather for over 20 years, and together they had four beautiful daughters ages 13-18.

Cody was Executive Director of Golf Mesquite Nevada for many years, and later created and successfully grew a golf travel-related company. Citywide Golf Solutions based in Mesquite.

Cody was an ING Advisory Board member for over 12 years, during which he served as the ING Media Awards Committee Chairman.

I have countless great memories from my time around Cody. From the many terrific trips he organized for media to Mesquite, to the 15 or so ING Spring Conferences he attended, to Vegas Fam Trips, PGA Shows, and one very special trip to Scotland. He and Jim Kahn won the ING Qualifier at French Lick Resort in 2009 for the International Pairs World Championship at Carnoustie, and I traveled with them to the competition. On one of the world's most famous - and difficult - golf courses Cody shot 79 which at the time was his career round. That was a wonderful trip.

Cody was maybe the most consistent human being I have ever known. He lived by his principles and his faith, loved his family, treated his friends with respect and kindness, was creative and energetic in his business dealings, and carried a positive attitude into everything he did. He leaves us way too young, and will be missed my many, including all of his ING family. R.I.P. Cody, and



Citywide Golf Solutions

prayers to Heather, the daughters, coworkers, and Cody's Mom and siblings.

Funeral will be July 26 at the Mesquite Stake Center, 100 North Arrow Lane, Mesquite, NV. 89027. Viewing starts at 9am, and services at 11 am. The service will be on Zoom:

<https://www.mesquitenvstake.org/meetings>.

-- **MIKE JAMISON**

### MORE ING CONDOLENCES

Tragedy struck the family of another ING board member on June 12, when **Joe Wieczorek's wife Roxanne** died in a car accident in Illinois. The couple was married 32 years and lived in Bartlett, IL. Roxanne was 56 years old. She worked for ChemRep Inc. for 36 years. Roxanne was an avid horseback rider and animal lover.

Also, **Ann Francis (Frankie) Claffey**, the wife of Tour Edge VP of Marketing **Jon Claffey**, passed away in April. Jon has been an ING member and sponsor for much of the past 15 years, the last five with Tour Edge.



# PARTING SHOT

## Ann Liguori Honored

*Longtime ING member Ann Liguori was honored with the Metropolitan Golf Writers Association's Winnie Palmer Award at the 70th National Awards Dinner last month.*

*The Ohio native has been a pioneer in sports journalism. She was the first woman to host a call-in sports radio show on WFAN-NY, was the first female host/producer of her own weekly, prime-time show on The Golf Channel, "Conversations with Ann Liguori," and is a published author, entrepreneur and noted philanthropist. 'Talking Golf with Ann Liguori' airs on WFAN-NY on Sundays, 7-8 AM, from April – September and her weekly podcast is distributed on the Morning Read/Sports Illustrated Golf Media Platform.*

*After losing her father to cancer while in college, followed by the loss of her brother to leukemia, Liguori created the Ann Liguori Foundation, which raises both funds and awareness for cancer research and care. The Foundation's annual Charity Golf Classic, now in its 24th year, is played each year on Long Island and raises money for organizations such as the St. Jude Children's Research Hospital, the Samuel Waxman Cancer Research Foundation, camps, and programs for kids with cancer and numerous other cancer-related, not-for-profit organizations*



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